

PUBLIC REPORT BY PROMTPRESS

Channel audit

АКТИВЫ / Е. Ходченков/



@hodchenkov

👉 Detailed video breakdown of my early investment strategies for multiplying capital - https://t.me/ehodchenkov_tg_bot?start=link_BEa8HykuRH Practicing investor since 2007. Founder of "League..."

SUBSCRIBERS

53 717

-298 per month

ERR (% SEE POSTS)

7.0%

in 24 hrs **2.8%**

REACH/POST

3.6K

ad reach **1.5K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a health indicator. Subtitle shows the period.

 SUBSCRIBERS 53 717 —	 SUBS REACH 6.78% avg % subs see post	 VIEWS/POST 3.6K median 3.8K · 21 days	 POSTS/WEEK 4.7 over period
 7D TREND -33.2% vs previous week	 REACTIONS/POST 154.8 only 2,167 reactions, 284 reposts, 0 comments	 POST LENGTH 757 chars median 999 · 21 days	 POSTS ANALYZED 14 21 days
 AD REACH 1.5K 24h avg	 CHURN / MONTH -298 over last month	 CITATION RATE 1 112 citation index · 1,265 channels mentioned all time	 CHANNEL AGE 10 years 1 month created 13.06.2016

AI EDITOR SUMMARY

Channel «Assets / E. Khodchenkov/» — 53 717 subs. Each post gets avg 3.6K people (7% of subs), reach is low — consider expanding audience. Publishes 5 posts/week (~1/day) — rare posts. For week Jul 6–12, reach dropped -33.2% by week of Jun 29 – Jul 5 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 14 posts over 21 days.
- 02 Dominant format: **Photo** (7/14 posts).
- 03 Avg post length – **757** chars (median 999).
- 04 Peak audience activity – **Sunday**, 14:00 MSK.
- 05 Top posts get **2 times** more views than the weakest (4.5K avg for top vs 2.6K for worst) – among 14 posts in 21 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

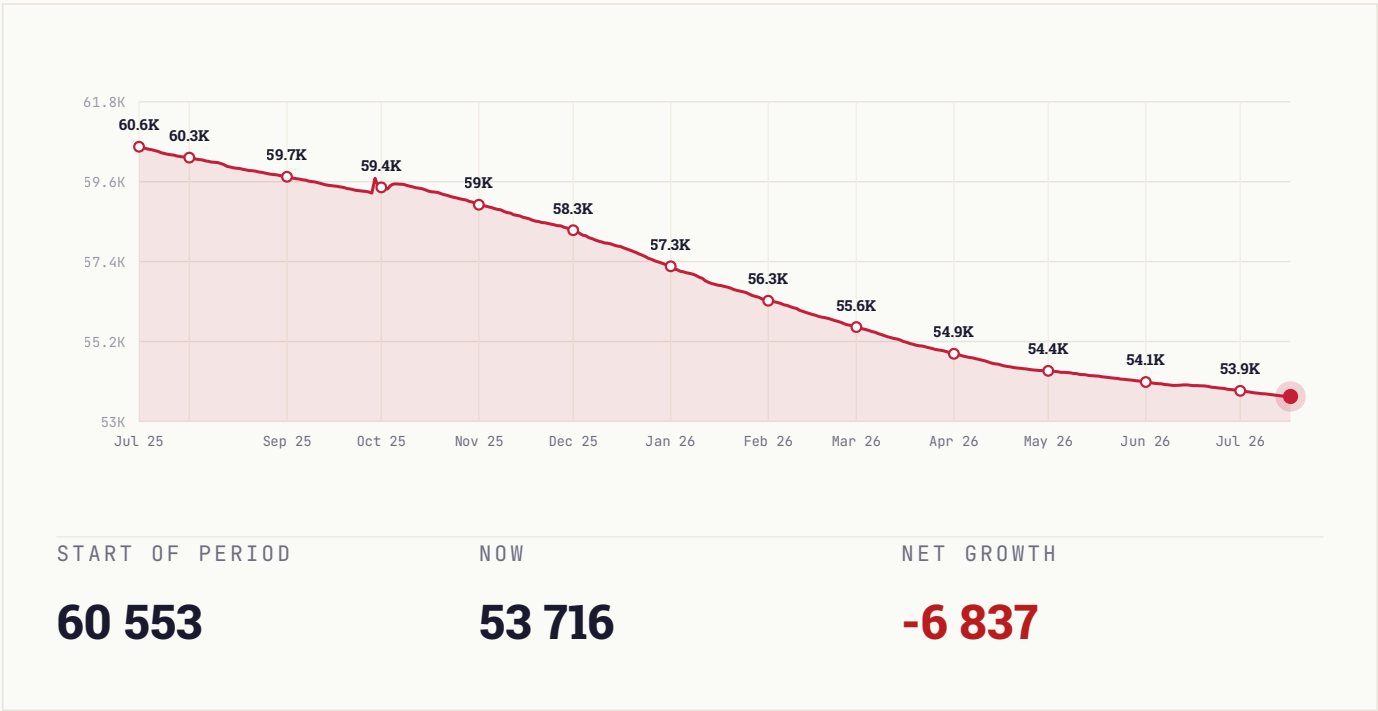
Nº1 21.06 · 11:14 TEXT What to do if income drops in 2026? Notice this crisis is nothing like previous ones, and the worst part is it's only...	VIEWS	REACTIONS
	5 041	506
	REPOSTS	ER
	36	9.4%
Nº2 04.07 · 06:42 PHOTO Economy on the edge, literally There's the ACRA Financial Stress Index that assesses the economy. It looks at...	VIEWS	REACTIONS
	4 224	47
	REPOSTS	ER
	14	7.9%
Nº3 03.07 · 12:42 PHOTO Mom lost 90%, or why I don't invest in Russian stocks VK shares fell 90% since 2020. And someone seriously...	VIEWS	REACTIONS
	4 112	88
	REPOSTS	ER
	15	7.7%

Nº4 05.07 • 16:13 TEXT Some see life get pricier, others see wealth grow There's a ranking, UBS Global. It shows how unevenly distributed...	VIEWS 3 955 REPOSTS 17 REACTIONS 94 ER 7.4%
Nº5 28.06 • 09:38 PHOTO Ranked 17th in Top-20 NW funds  Investment in good deeds is growing despite the crisis...	VIEWS 3 942 REPOSTS 5 REACTIONS 128 ER 7.3%
WORST 3	
↓ 08.07 • 13:12 PHOTO Seen the latest Economist cover? AI development has mostly been discussed by tech companies, investors, experts, ...	VIEWS 3 074 REPOSTS 15 REACTIONS 222 ER 5.7%
↓ 09.07 • 13:01 PHOTO My time and knowledge go to auction. You can take it (and become a benefactor) What makes an entrepreneur...	VIEWS 2 623 REPOSTS 6 REACTIONS 77 ER 4.9%
↓ 12.07 • 12:45 PHOTO «Find Yours – Find Your Way. Find Your Way – Find Yourself.» Back from the most amazing family camp and finally met...	VIEWS 1 966 REPOSTS 45 REACTIONS 352 ER 3.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

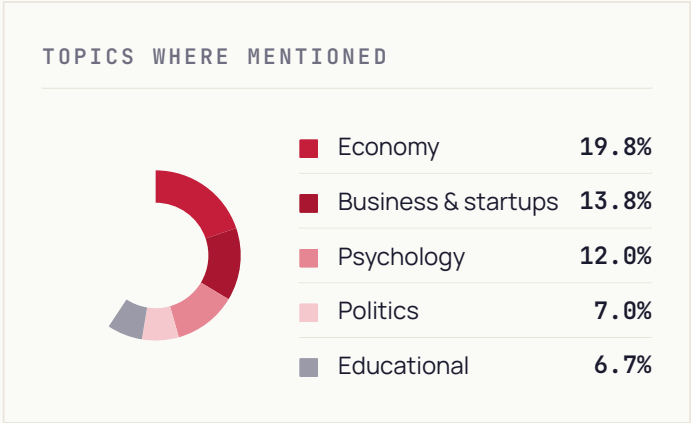
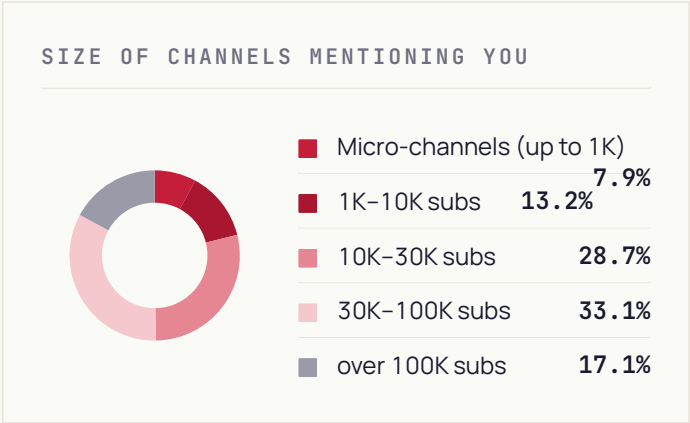
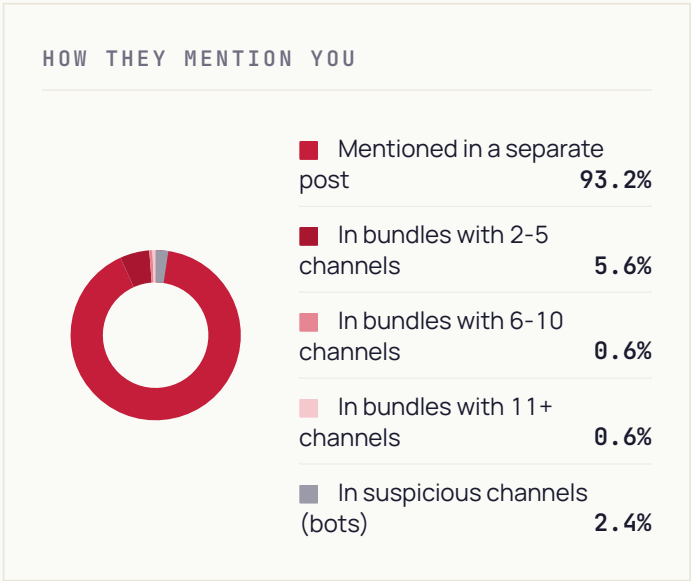
Subscriber growth over the year. Key months show exact subs. See gains and losses.



SECTION 04 · CITATIONS

Who mentions the channel and how

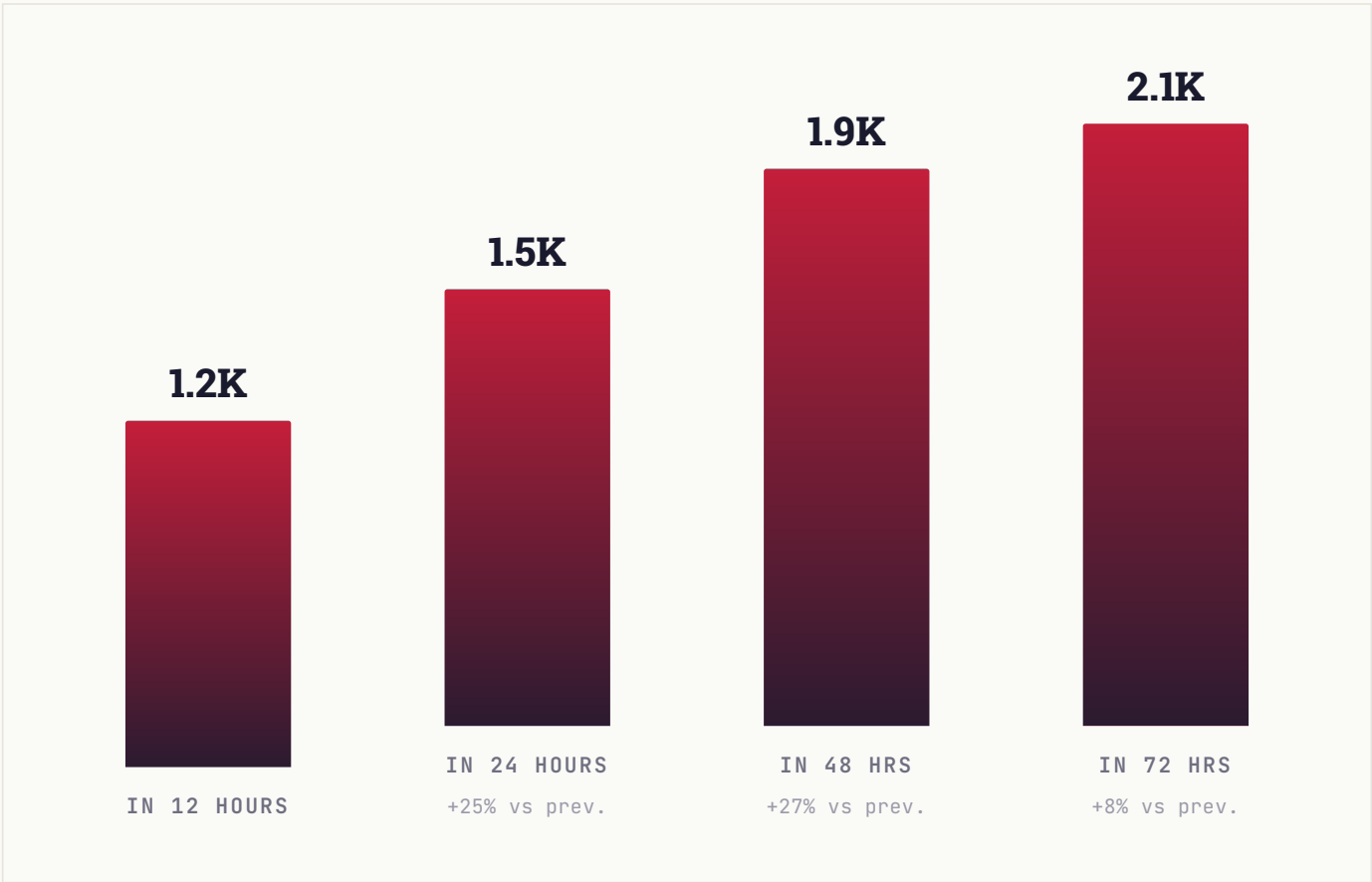
Citation index 1 112 — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time mentions: 1 265 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
آت آقاي تحليلگر	5.2M
قد قيمت لحظه ای دلار طلا خودرو و سکه	3.7M
اق اخبار فوری قيمت دلار طلا حمله امريکا	3.6M
اش Sharif شريف	2.8M
TW Trade Watcher	2.6M
قل قيمت لحظه ای دلار طلا خودرو	2M
KE KING EL GOLD 🏆	1.8M
TЭ The Economist	1.3M
TE Topor. Economy.	1.2M
QE QUBTAN EL GOLD	1.1M
A/ Активы / Е. Ходченков/ YOU	53.7K

COMPARATIVE CONCLUSION

Channel not yet outside top-98 of niche — early growth stage. Niche leader — آقاي تحليلگر (5.2M), top-98 median: 350.2K. First goal: enter top-98 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track mentions in other channels monthly. Over the last **6 months** such mentions were **15**, they brought **546** new subs.

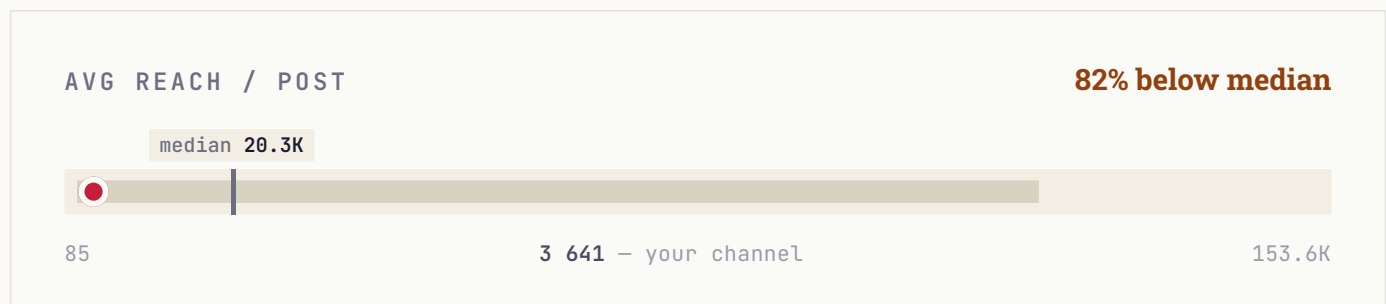
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	4	4	0	
December 2025	2	2	0	
November 2025	2	2	0	
October 2025	1	1	139	
September 2025	2	2	407	
August 2025	4	3	0	
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBS	
15	6		546	

Where the channel ranks in its league

SUBSCRIBERS 85% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The x-axis represents the number of subscribers, with labels at 122.8K, 53 717, and 1.3M. A light beige bar represents the range from 122.8K to 1.3M. A darker beige segment within this bar represents the channel's current subscriber count, ending at 53 717. A vertical line marks the median at 347.7K. A red dot is positioned at the start of the bar (122.8K). The text '85% below median' is displayed in red at the top right.

Metric	Value
Channel Subscribers	53 717
Median	347.7K
Range Start	122.8K
Range End	1.3M



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

- | | | |
|-----------|--|--|
| 01 | Increase posting frequency
Now 4.7 posts/week. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Best post day: Sunday
Audience is most active on this day at 14:00 MSK. | EFFECT
Best window
for important
posts |
| 03 | Increase share of video posts
Video in Telegram holds audience longer and is favored
by the algorithm. Aim for 15-25%. | EFFECT
Video retains
audience
better |
| 04 | Systematic traffic buying
Three formats for your media: Inhouse (premium
channels), Native (native integrations), Premium
(target audience). PromptPress picks sources for your
niche. | EFFECT
+1000-3000
subs |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually give +5-15% ER. One
weekly poll on a hot topic is an easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. Want to go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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